

Agricultural Communications Section Southern Association of Agricultural Scientists

CALL FOR PAPERS DEADLINE: OCTOBER 1

The Agricultural Communications Section of the Southern Association of Agricultural Scientists (SAAS) will meet **February 14-18, 2004, in Tulsa, Oklahoma**. Please share this call with others in your unit to make sure that as many agricultural communicators as possible are notified of this opportunity.

You are invited to submit **FULL** papers from which selections will be made for the conference agenda. **Abstract** submissions **no longer** will be accepted.

We are seeking papers relevant to our work as agricultural communicators. Some suggested topics include (but are not limited to):

- Practical applications of technology
- Publications, videos, special projects
- Marketing, measurement, accountability
- Media relations
- Audience analysis
- International communication issues

Paper Categories

There will be **two categories** for papers: **research paper** and **professional paper**. *Research papers* are considered “traditional” scholarly pieces, using qualitative or quantitative methods. *Professional papers* are “how-to” pieces that inform/instruct readers on processes or programs related to agricultural communication. These could include planning a conference, designing a communications or information campaign, or developing a media relations training program.

Suggested sections for research paper:

- Introduction/Purpose
 - Is the purpose of the study clear?
 - Is the literature review complete?
 - Are the research questions/hypotheses clear?
- Methods/Procedures
 - Were appropriate methods used?
 - Were the methods described in enough detail that they could be replicated?
- Results/Findings
 - Are the results clearly presented?
 - Are descriptions of the data appropriate and clear?
- Discussion/Conclusions
 - Is the discussion/conclusion supported by the findings?
 - Does the discussion/conclusion add relevance to the findings by providing context (literature, background)?
- References

Suggested sections for professional paper:

- Introduction
 - Is the problem or issue clearly stated?
 - Is enough background information provided?
- Methods/Process
 - Was the process or methods undertaken clearly described?
- Results/Outcomes
 - Are the results or outcomes clearly presented?
 - Does the author provide meaning to the results?
- Discussion/Conclusions

- Is the discussion/conclusion supported by the results?
- Are additional/follow up resources suggested/provided?
- References

Submission Guidelines

- The manuscript must be submitted to the program chair as **one hard copy (print) OR as a .pdf file**. The manuscript must be **postmarked** by or submitted **electronically** as a **.pdf file** by **October 1**.
- **Manuscript**
 - The manuscript consists of a one-page cover page; one-page abstract; the research or professional paper itself, including graphic/tabular information (tables, figures, photographs); and references.
- **Cover page**
 - **One separate page** that includes manuscript title, author(s) name(s), mailing addresses, phone numbers, fax numbers, and e-mail addresses of all authors.
 - If more than one person authored the paper, the lead author should be listed first.
 - If a **graduate student** is lead author, this should be indicated on the cover page.
 - Author information should **not** appear on any page **except** for the cover page.
- **Abstract**
 - 250 words *maximum* on one single page.
 - Include one line at the bottom of the abstract of **key words** about the paper. Include no more than **seven** key words or phrases.
- **Research or professional paper**
 - **20 double-spaced pages, excluding** cover page, abstract, and references
 - **Shorter** manuscripts are **encouraged**.
 - **All tables, figures, and photographs** should be placed **within** the body of the paper as soon after their first mention in the text as possible.
- **References**
 - Use *American Psychological Association, Fifth Edition* in all situations, **except** use **italics** – instead of **underlining** – for journal names, statistical symbols, and table titles.
- **Format**
 - 12-point Times Roman or Times New Roman font
 - One-inch margins

Authors of papers accepted for presentation will be notified by **Nov. 15**. Authors will receive the reviewers' critique forms. Authors whose papers are accepted for presentation will be able to revise their papers and submit a **final version** by **Dec. 15** as a .pdf. The final .pdf version will be posted to the SAAS AgComm Section's Web site.

Submit Papers To:

Ricky Telg
Department of Agricultural Education and Communication
University of Florida
305 Rolfs Hall
P.O. Box 110540
Gainesville, FL 32611-0540

If you have questions, contact Telg at rtelg@mail.ifas.ufl.edu or (352) 392-0502, ext. 224. If you'd like to see some examples of previous papers, visit: <http://agnews.tamu.edu/saas>

We look forward to seeing you in Tulsa!